OUT-OF-HOME MEDIA

TRANSIT - PEDESTRIAN TRAFFIC

	DESCRIPTION		HEIGHT & WIDTH UNIT SIZE	SQUARE FEET
BUSES	King Size Posters	- Outside	30" x 144"	30.0
	Queen Size	- Outside	30" x 88"	18.3
	Bus-O-Rama	- Outside	20" x 142"	19.7
	Traveling Displays	- Outside	21" x 44"	6.4
	Taillight Spectaculars	- Outside	21" x 72"	10.5
	Inside Cards		11" x 28"	2.1
			11" x 42"	3.2
			11" x 56"	4.3
			22" x 21"	3.2
			16" x 44"	4.9
	Bus Shelters		64" x 48"	21.3
RAILROAD	End Space & Side of Door		33" x 21"	4.8
	Over Door		16" x 38"	4.2
	Terminal Panels - One Sheet		46" x 30"	9.6
	Terminal Panels - Two Sheet		46" x 60"	19.2
	Terminal Panels - Two Sheet		84" x 42"	24.5

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	DESCRIPTION	HEIGHT & WIDTH UNIT SIZE	SQUARE FEET
SUBWAYS	Sides	11" x 14"	1.1
	Sides	11" x 21"	1.6
	Sides	11" x 28"	2.1
	Sides	11" x 42"	3.2
	Square Ends	22" x 21"	3.2
	Square Side of Door	22" x 21"	3.2
	Top Ends	16" x 39"	4.3
	Top Ends	16" x 44"	4.9
	Station Posters - One Sheet	46" x 30"	9.6
	Station Posters - Two Sheets	46" x 60"	19.2
	Commuter Clocks	20" x 45"	6.3
GENERAL	3 Sheets	80" x 39"	21.7
	6 Sheets	60" x 132"	55.0
	7 Sheets	81" x 89"	50.0
	8 Sheets	60" x 132"	55.0
MISCELLANEOUS	Trash Receptacles - 6 Sided	24" x 12"	2.0
	Taxis	14" x 48"	4.7
	Shopping Carts	8" x 6"	.3
	Race Track Diorama	44" x 64"	19.6
	Mobile Displays - Canteen Trucks	25" x 60"	10.4
	Trash Receptacles - 4 Sided	22" x 21"	3.2
	Race Track Diorama	60" x 72"	3.0

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